

# INTENSE ENTHUSIASM MARKS MIDSUMMER INTEREST IN RADIO ACTIVITIES

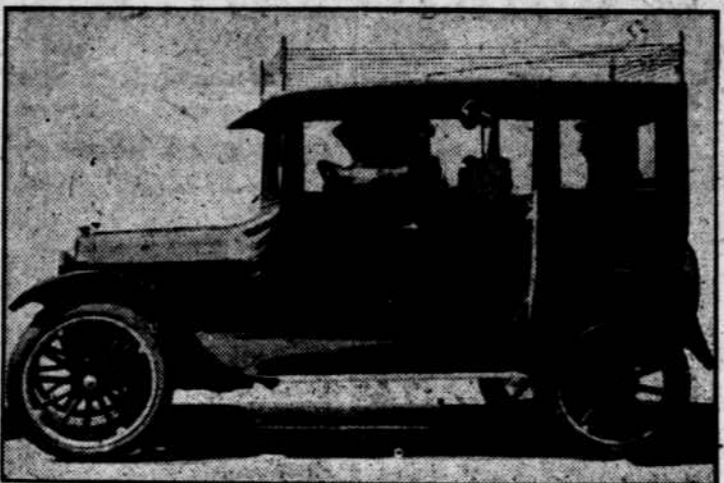
## BOOM IN RADIO IS LOOKED FOR IN FEW MONTHS

Great Public Demand Is Expected in Fall Market.

Quoting from the most recent report of a conservative wireless security company the following statement is gleaned: "The (radio) stock is one of the big bargains in Wall Street today with the greatest margin of safety of principal and an early possibility of increase in market value." Such is the present financial status of the radio industry, further substantiated by the fact that factories manufacturing radio sets and parts are forcing production lest the fall market suffer for lack of sufficient supplies to satisfy what is known will be a very definite public demand. A return of conditions existent in the spring when the radiophone boom started and when hundreds of people were disappointed either because no radio sets were available or because certain sets purchased proved inefficient would be the most damaging factor as the period approaches when nearly every household will own and operate a radio phone receiving set.

Let it be understood at the start that the present demand for radio apparatus is not real in all instances. There is considerable pyramiding of orders. Furthermore, many radio manufacturing companies are in reality nothing more than stock promoters who are taking advantage of the present-day interest in radio to foist upon a credulous public worthless stocks

### Radio Equipped Automobile



and worthless promises. Wisest investment, however, is bound to net fair returns and reputable manufacturers will judge their market on a basis of individual orders.

#### Public Further Advanced.

From information gained through the press and by experience with their own sets the public is much farther advanced in the knowledge of radio science than it was six months ago. Fall demands therefore will arise from the following groups of purchasers. Those who will purchase ready-made sets, complete and so constructed as to require at most pushing a button and turning a single lever to operate a very large group known as the amateurs who are interested in the newer developments of the science and will be in the field for apparatus and parts for the construction of their own sets; and third, that great body of listeners-in who

are interested both in the purchase of ready-made sets and in experimenting with additions which tend to make their sets more efficient and selective.

Guglielmo Marconi, during his recent visit to the United States, made the statement that in less than a decade he would not be surprised if 20,000,000 persons owned radio-receiving sets. It is reasonable to expect that during the next twelve months, much more than a proportionate tenth of this growth will be made.

#### Interest Wanes in Summer.

It was natural that during this summer interest should temporarily wane. This in no way reflects upon the permanent nature of radio as a household utility, but rather should be attributed to the fact that demands made during the spring months, manufacturers were obliged to satisfy the demand with receiving sets which did not em-

body the most recent and necessary improvements in design whereby efficient service was assured. The fault was remedied quickly so that sets now on the market are dependable and carry with them a manufacturer's guarantee that every assistance will be given to the purchaser.

Following very recent discoveries by Maj. E. H. Armstrong and other radio engineers of note no expense nor effort will be spared by every reputable manufacturer of radio apparatus to so construct his product that the factors of increased wave length range, amplification of signals and selectivity will be carefully provided for in the several adjustments provided with each set.

#### Transmitting Manufacture.

Another phase of the industry which bids fair to advance in rapid strides is the manufacture of transmitting apparatus. There are more than 15,000 licensed amateurs in the United States operating transmitting apparatus ranging from low power spark transmitters to the most highly developed continuous wave broadcasting apparatus. There are approximately 400 radiophone broadcasting stations in daily operation throughout the country; these stations are increasing in number in every city. To supply the equipment needed for these stations not to mention that added to government and experimental stations and installation aboard ship all of which have fallen in line with the radiophone boom is a most important factor in judging the possible growth of the industry from a manufacturing standpoint. The dealers are interested in caring for the purchasers who must be served by the broadcasting stations. The thousands of listeners-in who now find pleasure in listening to local or distant concerts are more than one time customers; for at this stage of the science vacuum tubes, rheostats, aerial connections and particularly loud speakers or magnavoxes are being continually changed for improved

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Local Distributors for the Radio Corporation of America

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the home—a product of the research systematically conducted by scientists in the laboratories that constitute part of the R C A organization."

G. Marconi

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#### The Importance of the Symbol R C A

RADIO has taken such hold of the public that it quite naturally has attracted the attention of a host of inventors and manufacturers.

Crude radio apparatus of a kind can be made even by embryonic organizations. But the vitally important inventions that have made radio the possession of every man, woman and child are those developed as the result of costly research conducted in the engineering laboratories of the Radio Corporation of America.

The name-plate of a Radio Set is all-important in the purchase of radio apparatus. If it bears the letters "RCA" the public and the dealer are assured that at the time of its introduction it is the highest expression of the advancing art of radio.

No other organization has manufacturing facilities equal to those of the Radio Corporation of America, and capable of meeting the demands of the public and the dealer.

Before purchasing any Radio Set, be sure to buy the book "Radio Enters the Home" at your dealer—Price 35c or write direct to

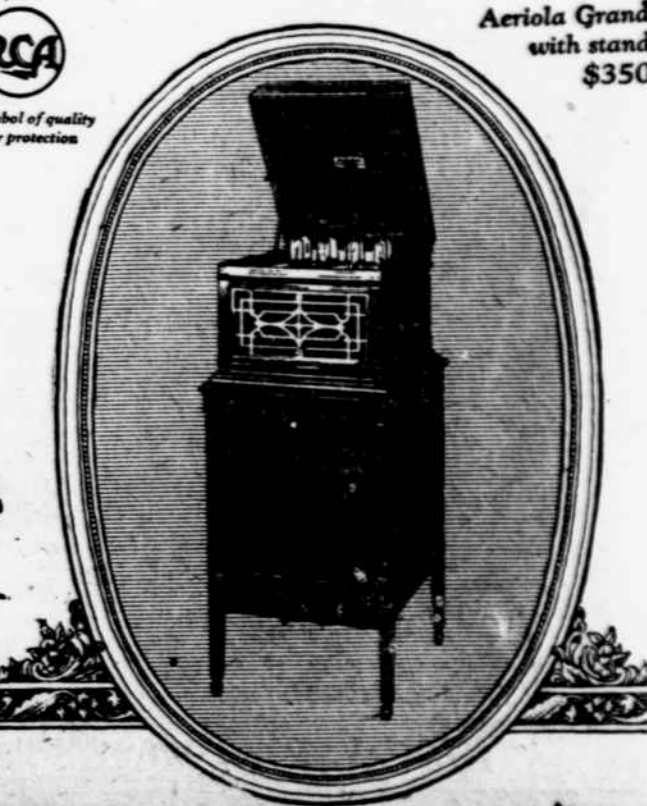
Radio Corporation of America

Sales Department  
233 Broadway  
New York City

District Office  
10 South La Salle St.  
Chicago, Ill.



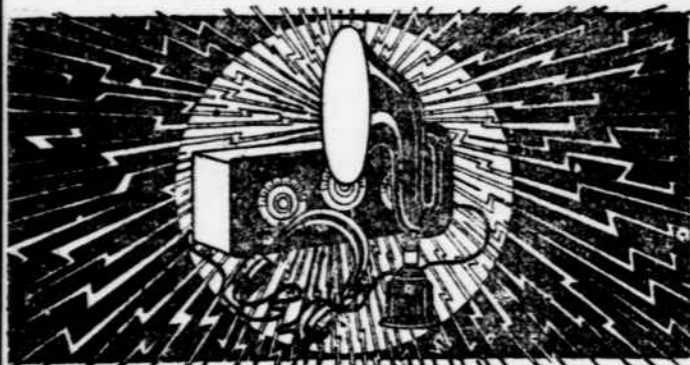
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Aeriola Grand with stand \$350

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How do you like our radio concerts?

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Plans are under way to improve our Broadcasting Station to a point where even the boy who is using a cigar box and a piece of crystal will enjoy our concerts.

W.E.A.S. is yours as much as ours. Help us to improve it. Let us know if you hear it perfectly, the kind of set you are using, the distance away. Radio service is so new that there is no telling how far we can go, and with your co-operation we are ready to go the limit.



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